

Message Text

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43

ACTION H-03

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TO SECSTATE WASHDC 8321

INFO USIA WASHDC

UNCLAS LIMA 0285

STATE FOR ARA, H - PASS TO SENATOR JAVITS' OFFICE

USIA FOR ILA - ESTES

EO 11652: NA

TAGS: OREP

SUBJ: CODEL JAVITS

1. USIS CHARACTERIZES SENATOR JAVITS' VISIT HERE AS EXCEPTIONAL PUBLIC RELATIONS SUCCESS. THE NEW YORK REPUBLICAN RECEIVED EXTENSIVE COVERAGE IN ALL MEDIA, MOSTLY VERY OBJECTIVE AND FAVORABLE, EVEN IN PAPERS USUALLY ANTI-US. TYPICAL NEWSPAPER TREATMENT IS PROVIDED BY PRESTIGIOUS "SECTORIZED" LA PRENSA JANUARY 9 WHICH HEADLINED STORY COVERAGE: "U.S. MIGHT COLLABORATE ECONOMICALLY WITH ANDEAN GROUP, ANNOUNCES JAVITS." OTHER REPRESENTATIVE TREATMENT IS OJO HEADLINE: "U.S. SENATOR: I CAME TO SEE HOW WE CAN HELP." MOST LIMA RADIO STATIONS JANUARY 8 AND 9 CARRIED STORY AND BIOGRAPHIC COVERAGE. LIMA'S TV CHANNELS 4, 5 AND 7 FEATURED FULL COVERAGE, INCLUDING SILENT FILM FOOTAGE, OF SENATOR'S ARRIVAL AND HIS INTERVIEWS WITH MINISTERS OF ECONOMY AND FOREIGN AFFAIRS. THIS COVERAGE WAS CARRIED IN PRIME TIME EVENING NEWS PROGRAMS JANUARY 8.

2. IN PREPARATION FOR JAVITS' VISIT USIS LIMA CONTACTED 30 LOCAL AND INTERNATIONAL NEWS SERVICES TO INFORM OF SENATOR'S ARRIVAL, RESULTING IN THE APPEARANCE OF 23 NEWSMEN AT AIRPORT. THIS LARGE TURNOUT, BY LOCAL STANDARDS IS KIND USUALLY ELICITED BY ARRIVAL OF IMPORTANT VISITING HEAD-OF-STATE HERE. APPROXIMATELY SAME NUMBER SHOWED UP LATER IN DAY FOR

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SENATOR'S PRESS CONFERENCE AT FOREIGN MINISTRY.

3. AT AIRPORT, SENATOR JAVITS, A VETERAN CAMPAIGNER, CHARMINGLY DISARMED REPORTER OF PAPER EXPRESO, THE STRONGLY ANTI-AMERICAN DAILY, WHEN HE APPROACHED THE NEWSMAN AFTER PRESS SESSION IN THE TERMINAL ASKING THE REPORTER'S NAME. AFTER REPORTER REPLIED, JAVITS SAID "I'M PLEASED TO MEET YOU. MY NAME IS JACOB JAVITS." THE NEWSMAN, IMPRESSED BY SENATOR'S DIRECT FRIENDLY APPROACH, SAID AFTERWARDS THAT THE SENATOR WAS "A NICE GUY." SURPRISINGLY, EXPRESO COVERAGE WAS MAINLY OBJECTIVE, A DEPARTURE IN POLICY WHEN IT COMES TO REPORTING ON U.S. OR ITS LEADING FIGURES. THIS, NO DOUBT, CAN BE ATTRIBUTED TO SENATOR'S WINNING WAYS.

4. THE POST RECEIVED ANOTHER SIDE BENEFIT FROM SENATOR JAVITS' VISIT WHEN AMBASSADOR DEAN WAS INTERVIEWED BY NEWSMEN WAITING FOR SENATOR'S ARRIVAL. AMBASSADOR USED THIS OPPORTUNITY TO PUSH THE INTERNATIONAL COOPERATION THEME ON THE DRUG CONTROL QUESTION. HIS REMARKS WERE PROMINENTLY FEATURED IN SEVEN LEADING CAPITAL PAPERS.

5. AS VISIT PROGRESSED, WE RECEIVED MANY CALLS REQUESTING EXCLUSIVE INTERVIEWS. UNFORTUNATELY BECAUSE OF SENATOR'S FULL SCHEDULE, WE COULD NOT COMPLY. AMONG THE CALLERS WAS ESI-ANDINA, OFFICIAL GOVERNMENT NEWS AGENCY. THE GOVERNMENT NEWS AGENCY, NEVERTHELESS, FULLY COVERED THE VISIT FOR LOCAL AND INTERNATIONAL CONSUMPTION. TOUCHING ON GOVERNMENT INFORMATION CHANNELS, THE CENTRAL OFFICE OF INFORMATION GAVE US FULLEST COOPERATION DURING THE VISIT, INCLUDING THE PLACEMENT OF PHOTOS AND A STORY ON THE PRE-DEPARTURE INTERVIEW JANUARY 9 WITH PRESIDENT MORALES BERMUDEZ WHICH, AFTER CONTINUING EMBASSY EFFORT TO ARRANGE, WAS FINALLY CONSENTED TO BY PRESIDENT THE NIGHT BEFORE SENATOR'S DEPARTURE. LOCAL PRESS DID NOT COVER, BUT GOP PHOTOGRAPHER WAS PRESENT. GOVERNMENT PLANNING RELEASE PHOTO AND STORY TREATMENT THROUGH OCI. AN INTERESTING SIDELIGHT OF PRESIDENT'S INTERVIEW OCCURRED WHEN USIS LIMA STAFFERS WERE PERMITTED TO ENTER HIS OFFICE TO SHOOT FILM. THIS IS FIRST TIME SOMEONE FROM OUTSIDE HAS BEEN ALLOWED INTO PRESIDENT'S INNER SANCTUM TO SHOOT FILM. GENERAL MORALES BERMUDEZ OBVIOUSLY GAVE PERMISSION HIMSELF.

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6. ALTHOUGH JAVITS LEFT TODAY, WE EXPECT VISIT COVERAGE TO CONTINUE IN MAGAZINES, WITH SEVERAL SLATED TO GIVE TWO-PAGE SPREADS.
DEAN

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